

The listing of the claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claim 1 (currently amended). A sales and presentation area having individual sales and presentation regions (1, 2), a first part (1) of the sales and presentation regions (1, 2) being arranged in such a way that it at least partially encloses an essentially circular region and a second part (2) of the sales and presentation regions (1, 2) being arranged in such a way that it at least partially covers an essentially circular region, the region at least partially covered by the second part (2) of the sales and presentation regions (1, 2) having a smaller outer circumference than the outer circumference of the region which is at least partially enclosed by the first part (1) of the sales and presentation regions (1, 2), so that an essentially annular region (3) is defined between the first part (1) and the second part (2) of the sales and presentation regions (1, 2), ~~characterized in that~~ wherein the essentially annular region (3) is rotatably mounted in the horizontal direction and divided into ring segments (3<sub>seg</sub>), which are movable in the vertical direction via lifting and lowering devices (4).

Claim 2 (currently amended). The sales and presentation area according to Claim 1, ~~characterized in that~~ wherein the lifting and lowering devices (4) are implemented as lifting stages, over which the ring segments (3<sub>seg</sub>) slide in the course of the rotational movement of the annular region (3) and on which the ring segments (3<sub>seg</sub>) rest during a standstill of the annular region (3).

Claim 3 (currently amended). The sales and presentation area according to Claim 1 ~~or 2, characterized in that~~ wherein rooms (5a, 5b), into which the ring segments (3<sub>seg</sub>) may be pushed in the radial direction if the lifting stages (4) are correspondingly lowered, are provided below the sales and presentation regions (1, 2).

Claim 4 (currently amended). The sales and presentation area according to ~~one of Claims 1 to 3, characterized in that~~ wherein multiple rooms (5a, 5b), into which the ring segments (3<sub>seg</sub>) may be pushed in the radial direction if the lifting stages (4) are correspondingly lowered, are positioned one below another under the sales and presentation regions (1, 2).

Claim 5 (currently amended). The sales and presentation area according to ~~one of Claims 1 to 4, characterized in that~~ wherein exactly one lifting and lowering device (4) is provided.

Claim 6 (currently amended). The sales and presentation area according to Claim 5, ~~characterized in that~~ wherein multiple sales and presentation areas are positioned next one another, whose respective annular regions (3) nearly touch in the region of the respective lifting and lowering devices (4).

Claim 7 (currently amended). The sales and presentation area according to ~~one of Claims 1 to 6, characterized in that~~ wherein the ring segments (3<sub>seg</sub>) are differently designed with the aid of light, sound, or smell effects.

Claim 8 (currently amended). The sales and presentation area according to ~~one of Claims 1 to 7, characterized in that~~ wherein the ring segments (3<sub>seg</sub>) are differently designed with the aid of light, sound, or smell effects.